Source: https://www.industrydocuments.ucsf.edu/docs/qnhj0004

Passport Tracking

Total Sample	Heavy Smokers	Regular Smokers	male			female		
			Total	18-34	35+	Total	18-34	35+

age		Regular Brand		
18-34	35+	Full flavor	low tar	ultra low tar

Passport				
Trials	Aware Non-Users	Smokers	purchasers	Total aware

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(you can make two banners out of this)

also an occupation banner